

WE CLAIM

1. Method of tracking information relating to email recipients for campaign purposes comprising:
 - sending an electronic yard sign from a communication node on a selected list, the electronic yard sign including at least one recipient function;
 - receiving recipient input from the recipient function at the node;
 - storing the recipient input in a database; and
 - searching the database of recipient input.
2. The method of claim 1 wherein the recipient function is selected from the list consisting of: voluntary services to candidate campaign, indicating support for candidate; making donation to campaign, and sending electronic yard sign to others.